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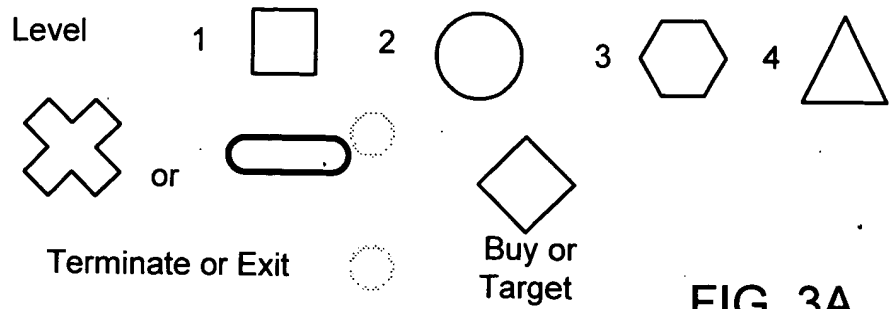


FIG. 3A

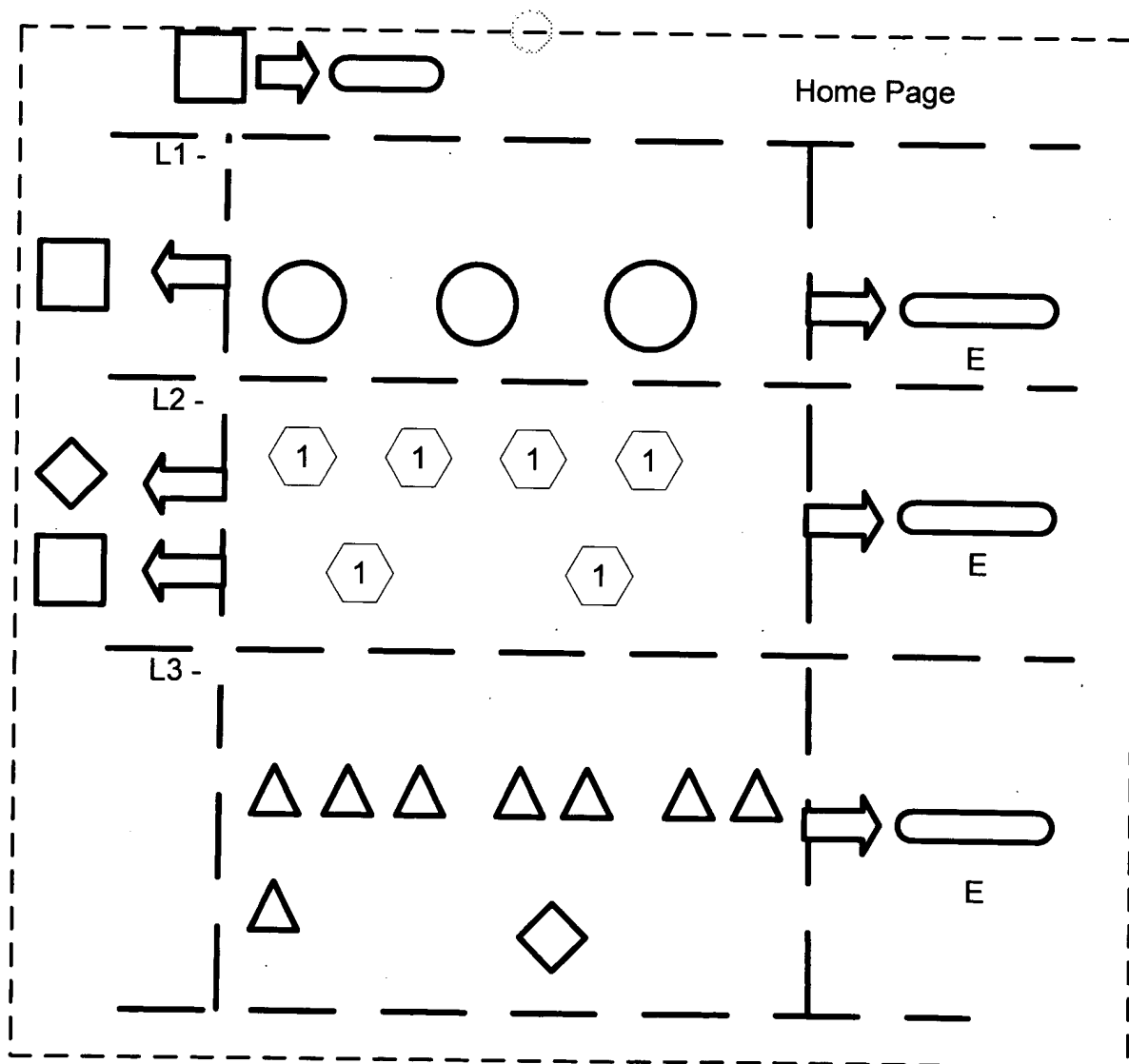


FIG. 3B

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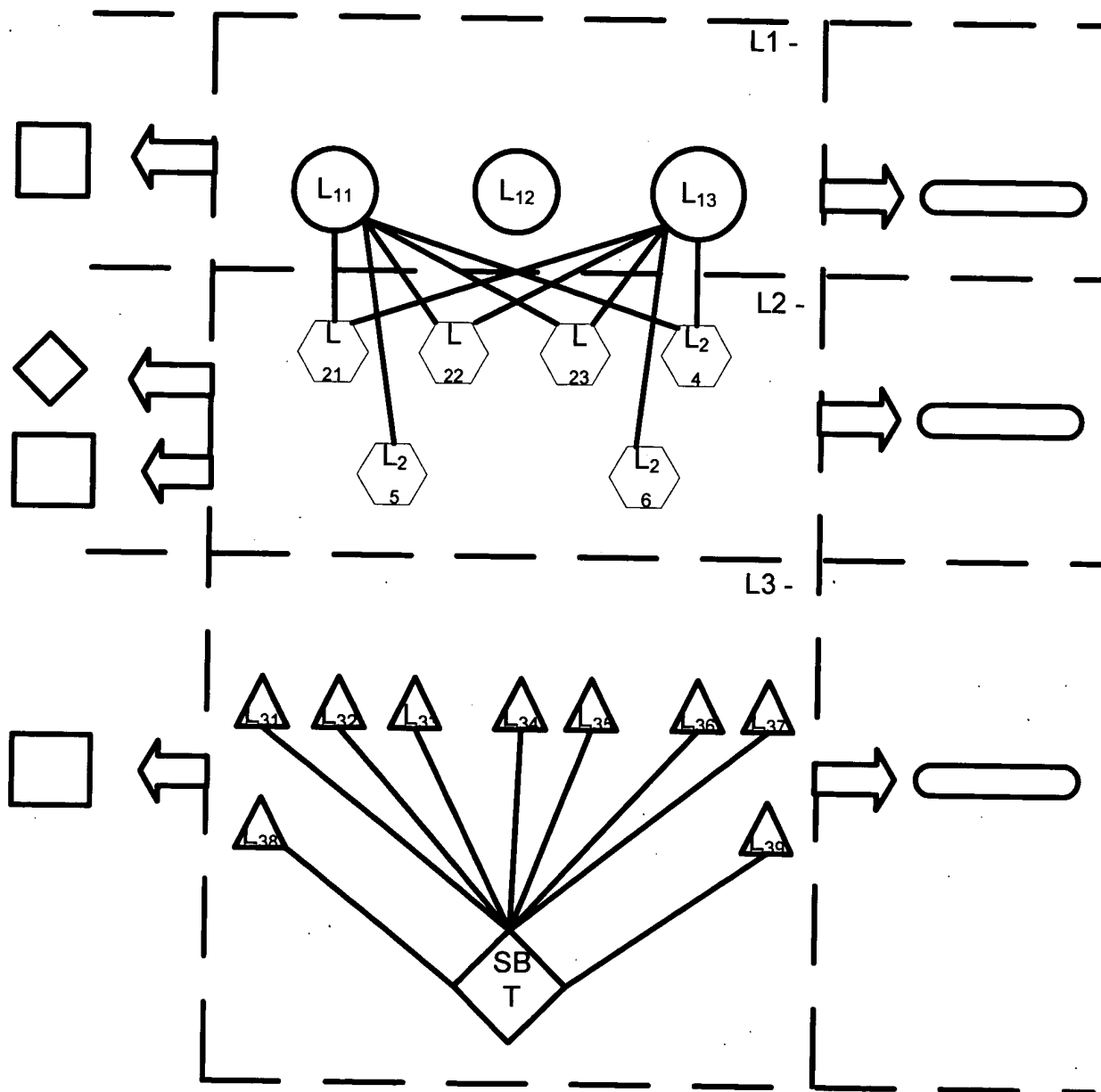
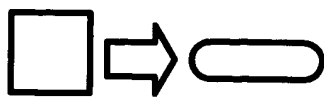


FIG. 3C

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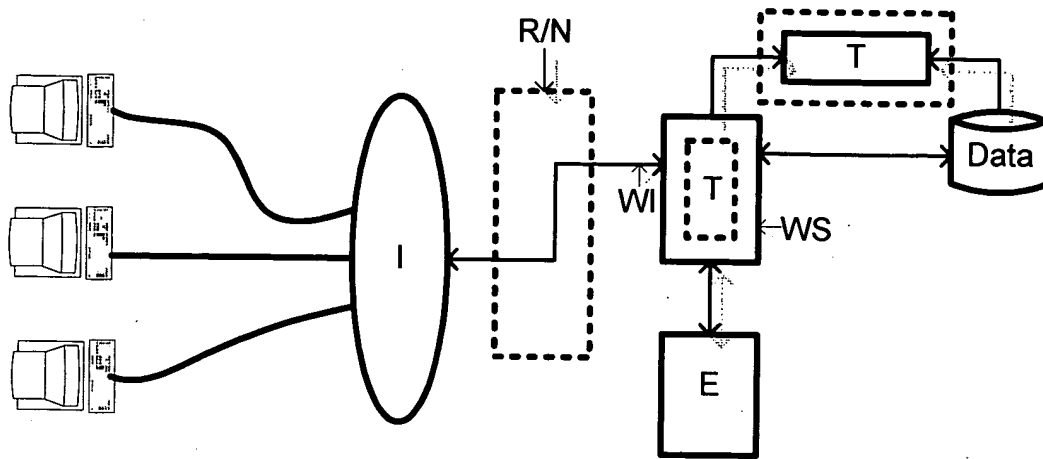


Fig. 4A

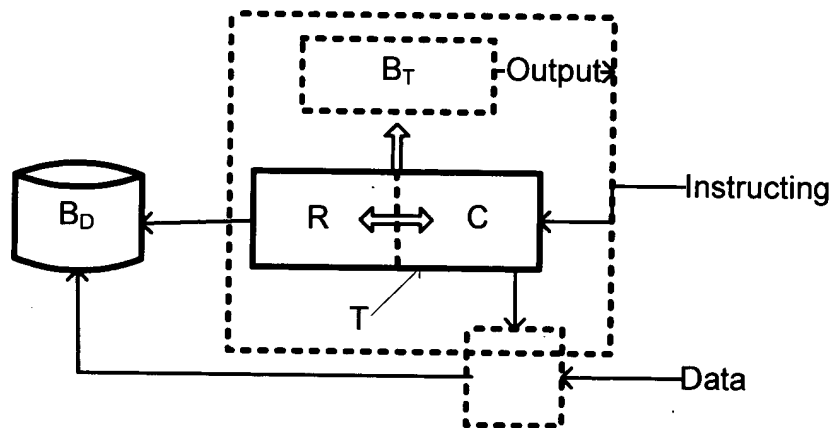


Fig. 4B

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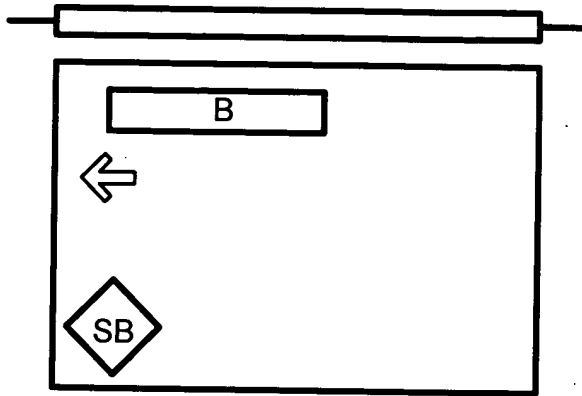


Fig. 5A

t_{x1}

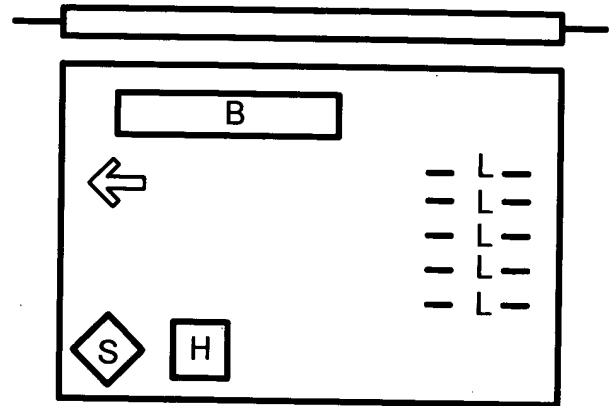


Fig. 5B

t_{x2}

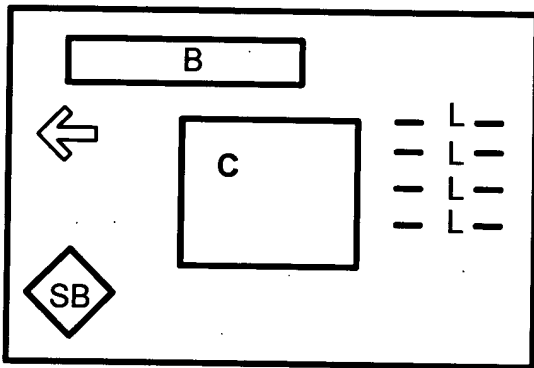


Fig. 5C

t_{x3}

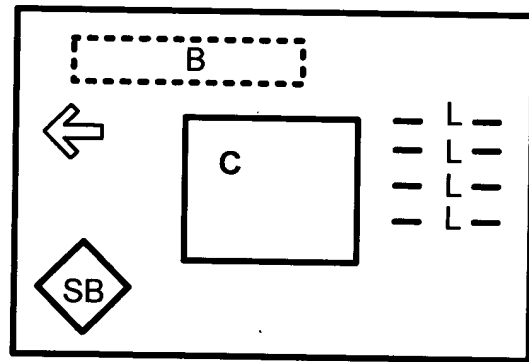
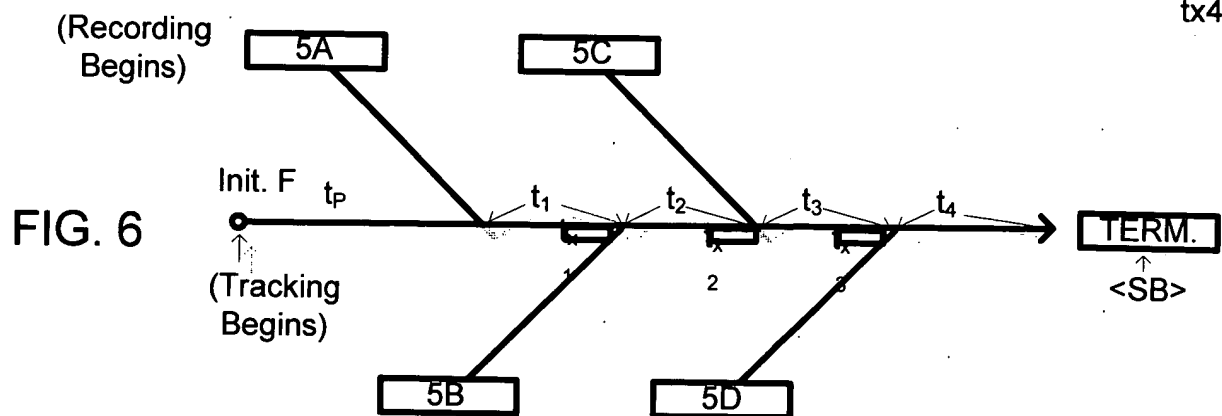


Fig. 5D

t_{x4}



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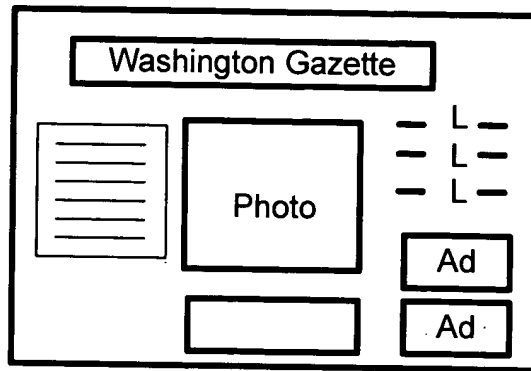


FIG. 7A

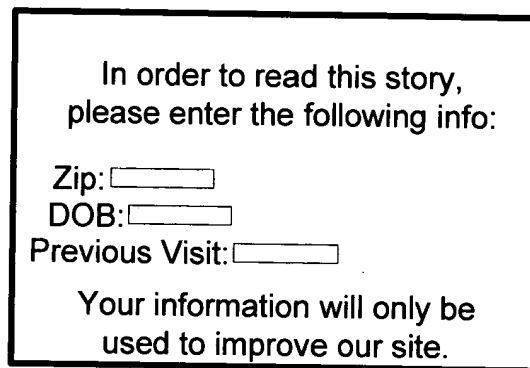


FIG. 7B

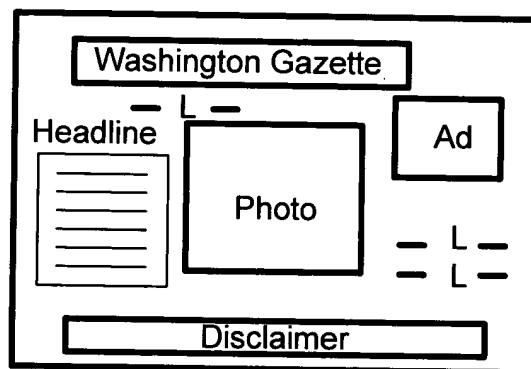


FIG. 7C

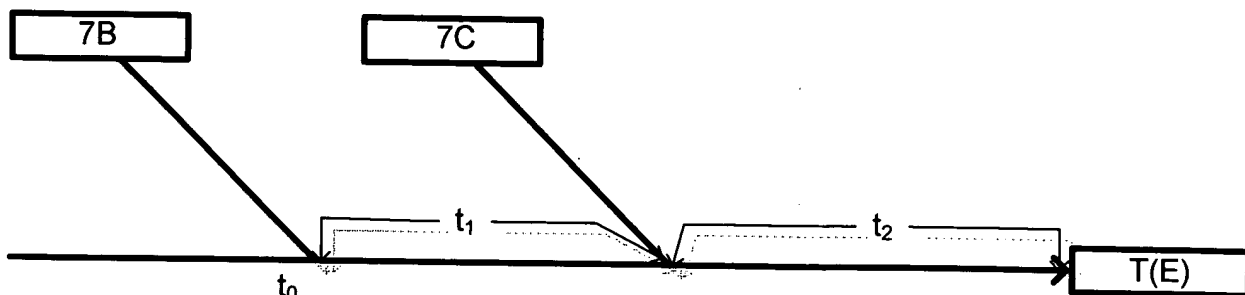


FIG. 7D

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(AGE) (ZIP)		INFO 1 INFO 2												TE
INDEX	1			L	t ₁	L	t ₂	L	t ₃	L	t ₄			
01	10038 35			2 5 6 3										2
02	10725 54			1 7 2 6 3 7 4 9 5 27										
03	20008 39			3 55										17
04	97533 13													

FIG. 8A

INDEX INFO					T _E Total Every Time Category	
INDEX		L ₁	L ₂	L ₃		TE Sale Exit Exit SB SB Sale
3 7	Yes	D →				
↓	↓					

↑
Avg.

FIG. 8B

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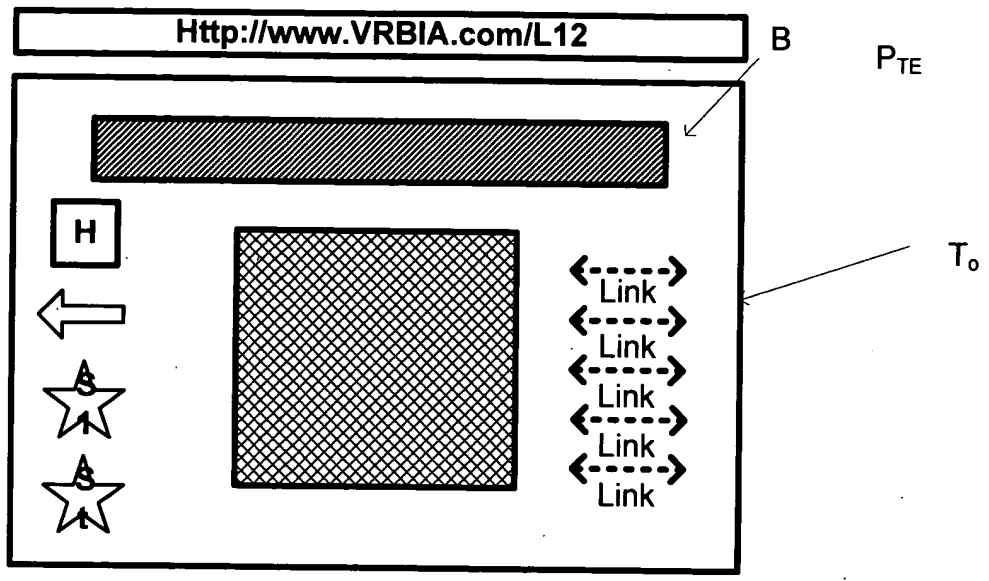


FIG. 9A

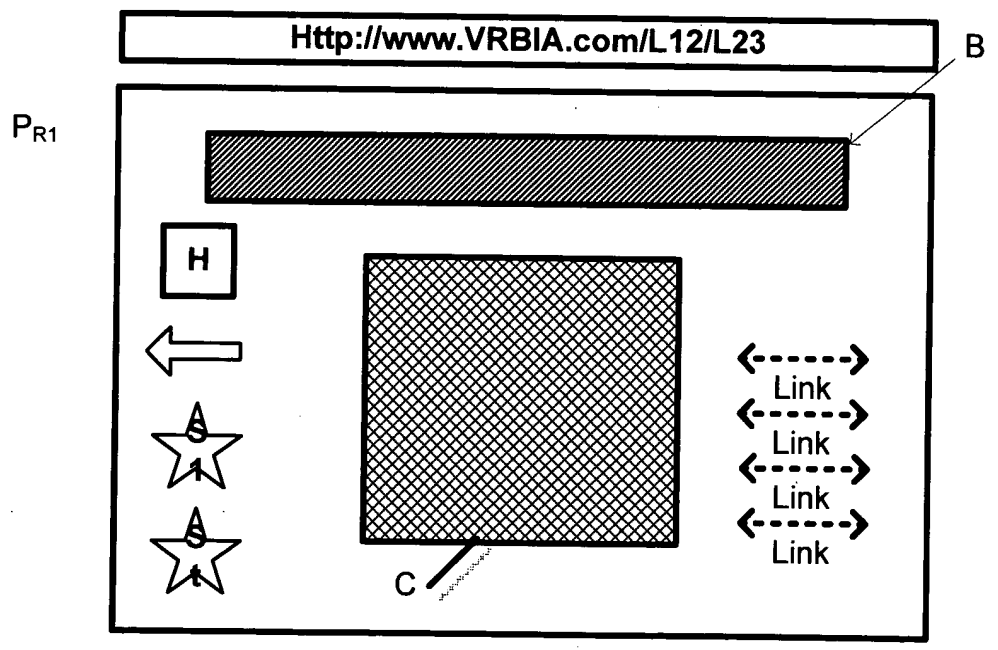


FIG. 9B

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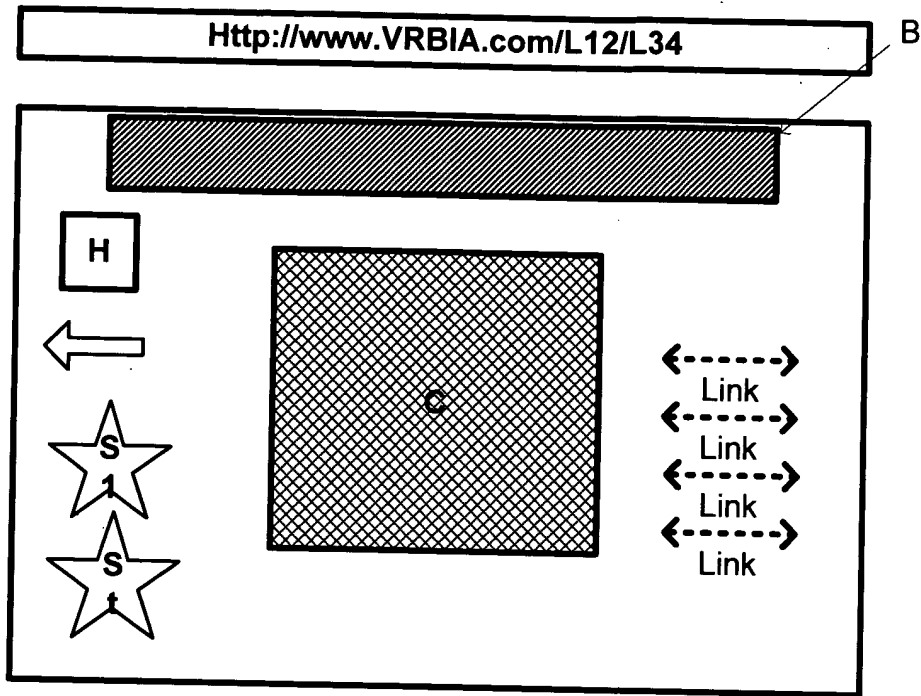


FIG. 9C

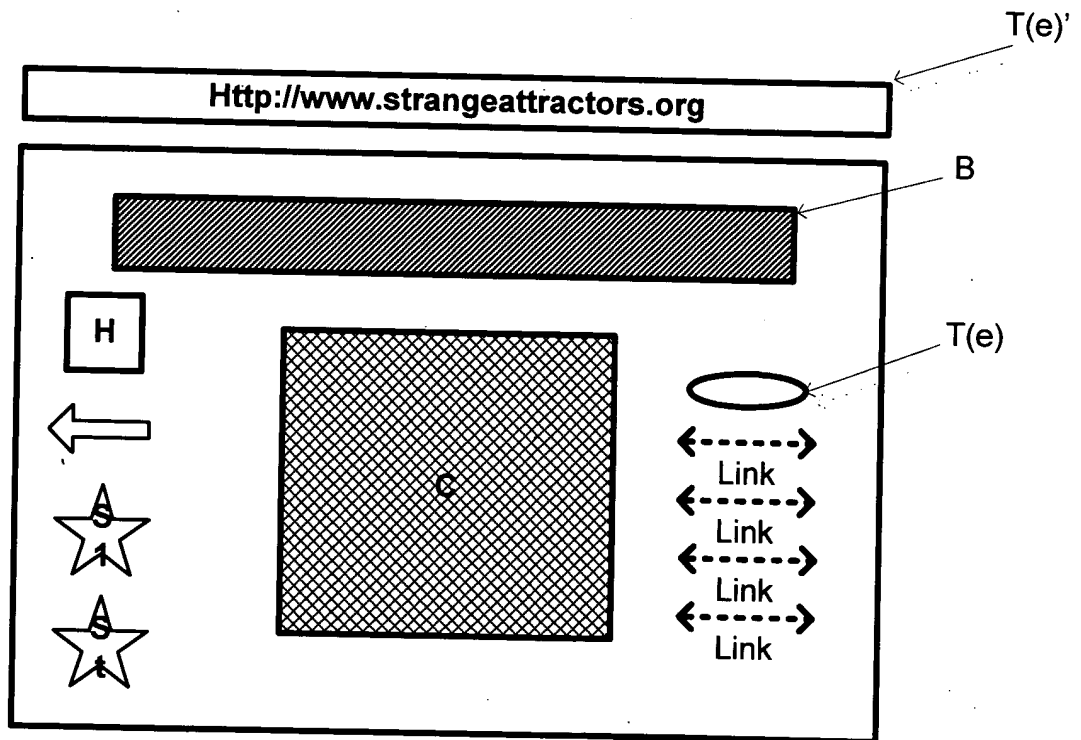


FIG. 9D

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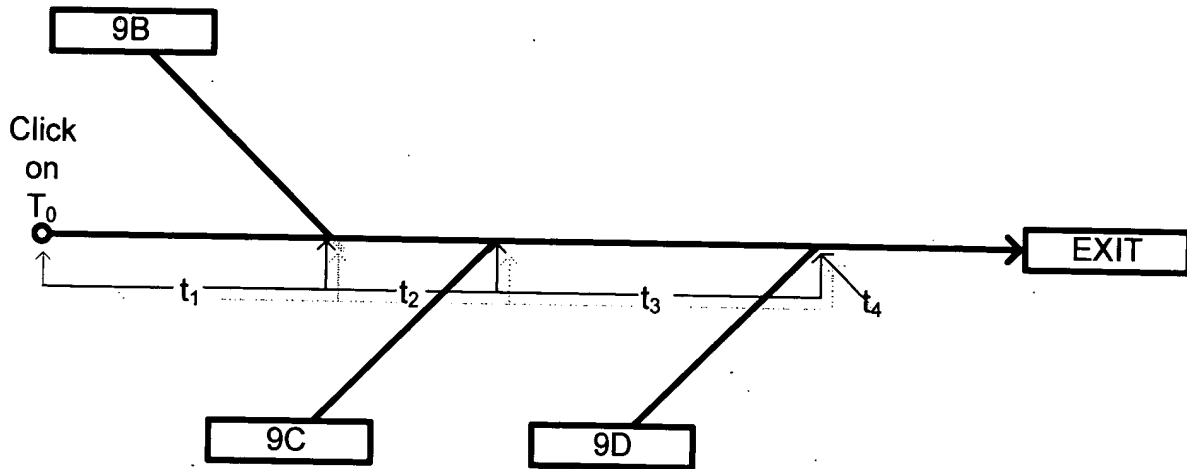


FIG. 9E

Link 1									
	O_1	t_1	O_2	t_2	O_3	t_3	O_4	t_4	Ev
	127415	5	9B	4.2	9C	1.7	9D	1.2	Ex

FIG. 9F

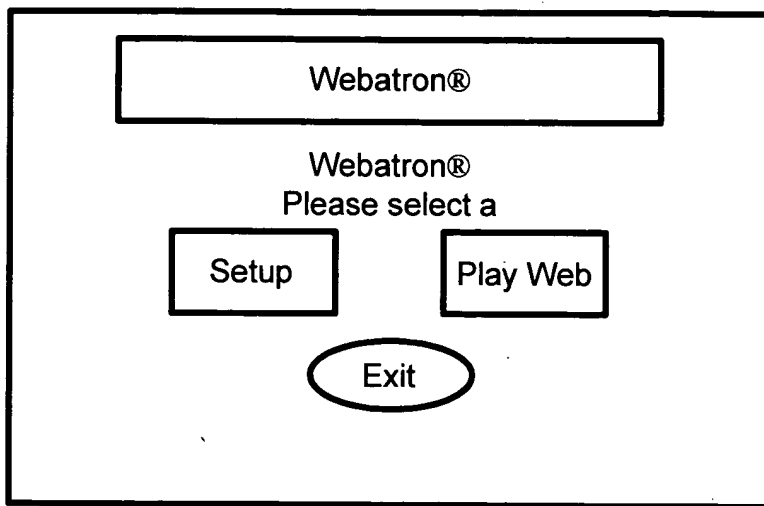


FIG. 10A

FIG. 10B

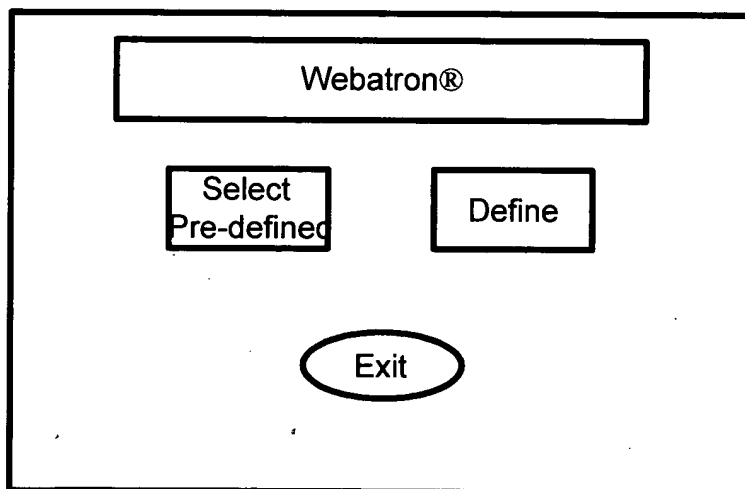
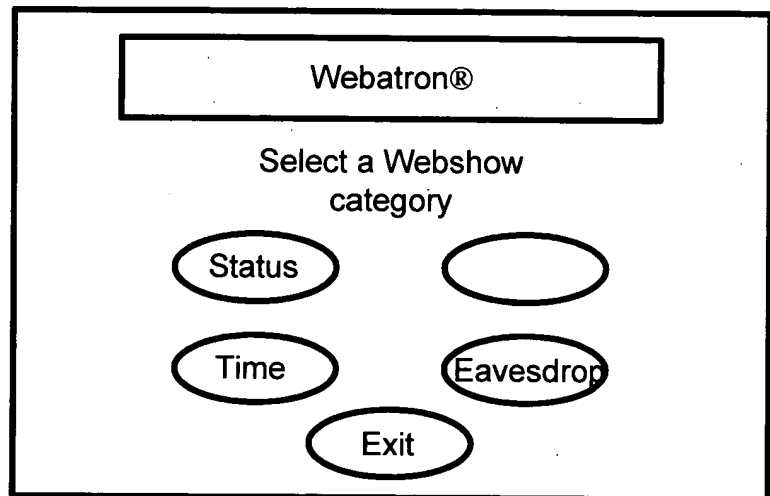


FIG. 10C

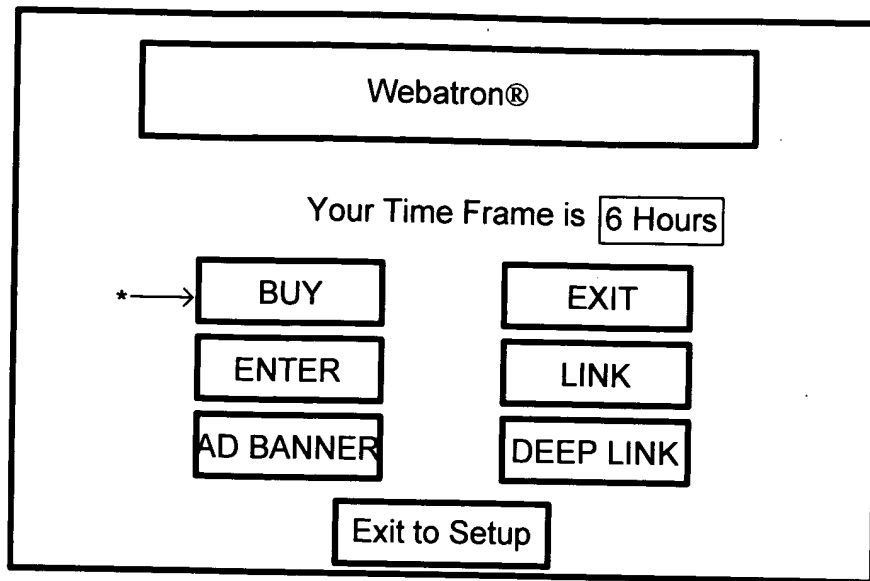


FIG. 10D

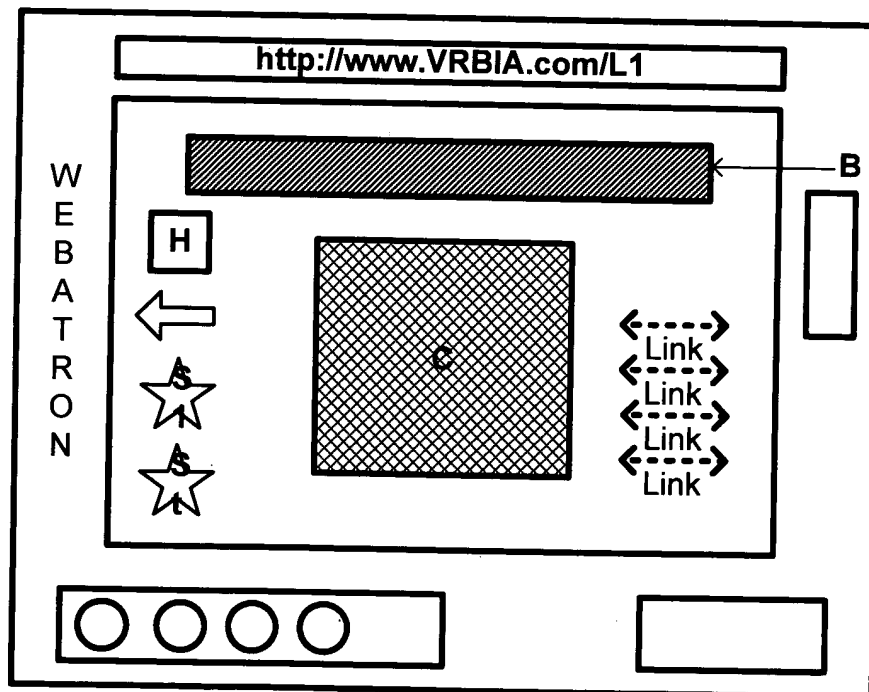
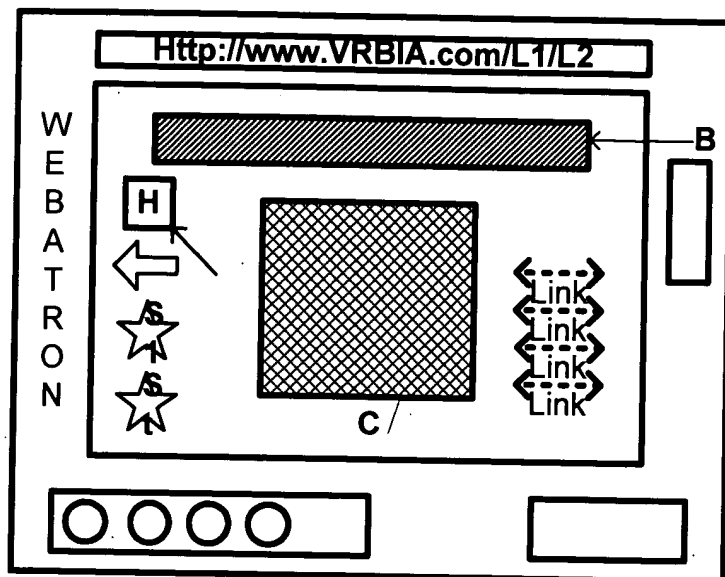


FIG. 10E

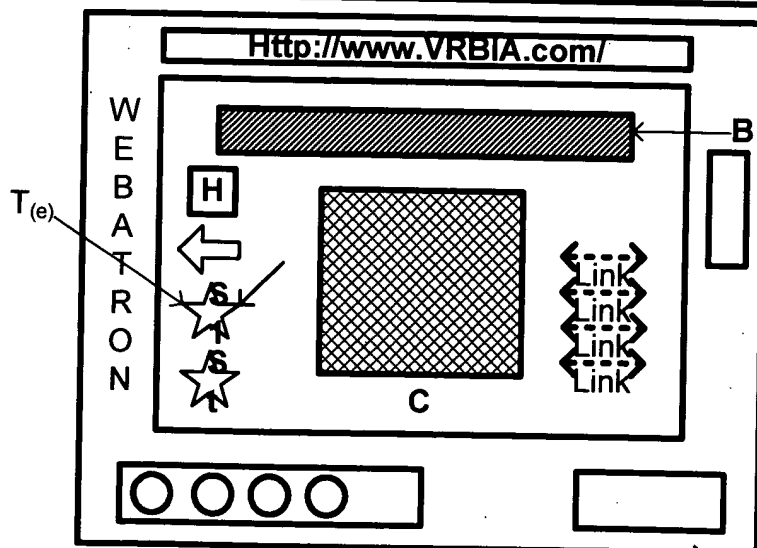
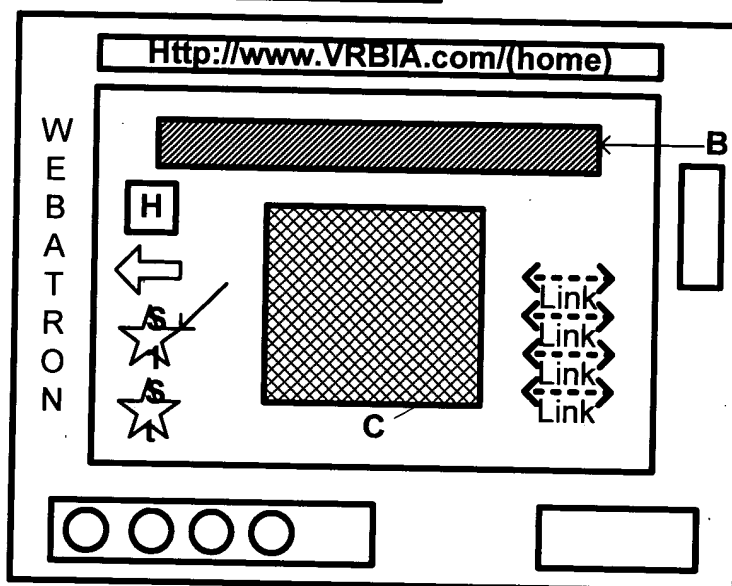


$T_2 = y_{\text{sec}}$

FIG. 10F

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$T_3 = z$
FIG. 10G



$(T_4 = A)$

Target Event

FIG. 10H

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Webatron®

Choose Event:

Define

P1

P2

P3

ONE LINK

AD BANNER

GEN. SITE

FIG. 11A

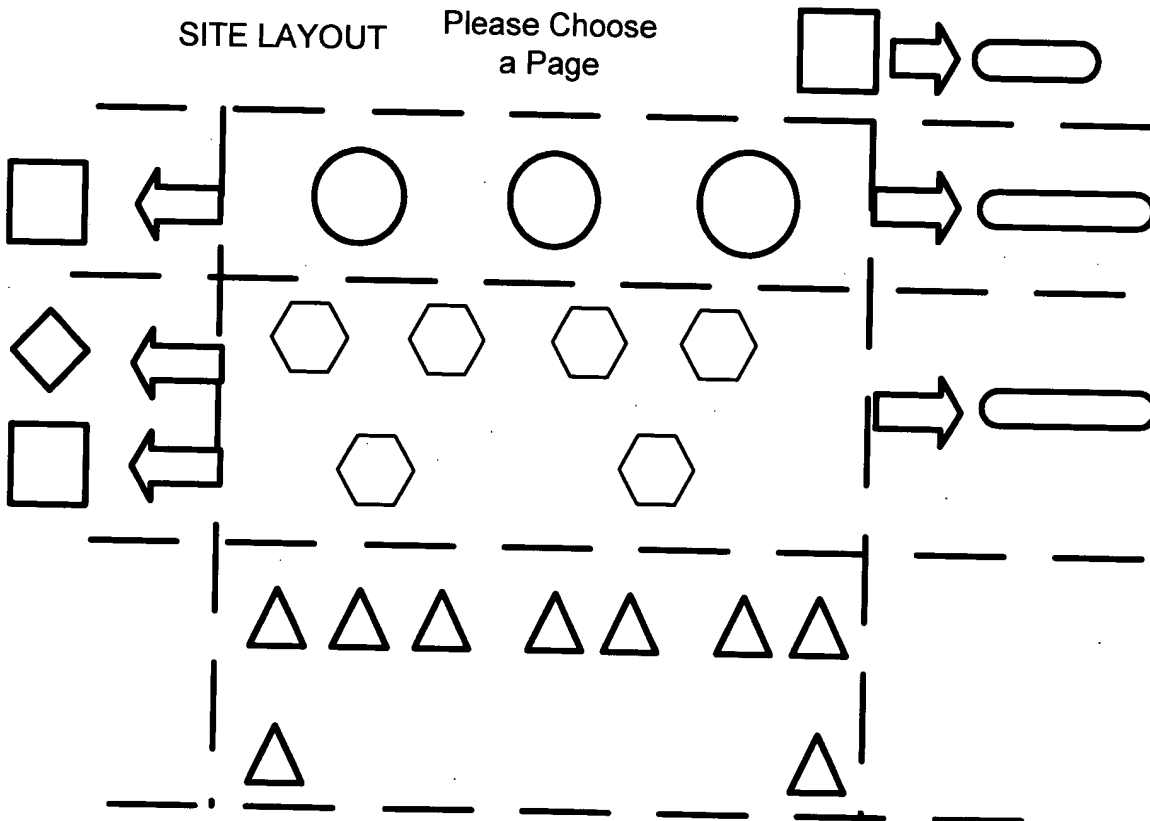


FIG. 11 B

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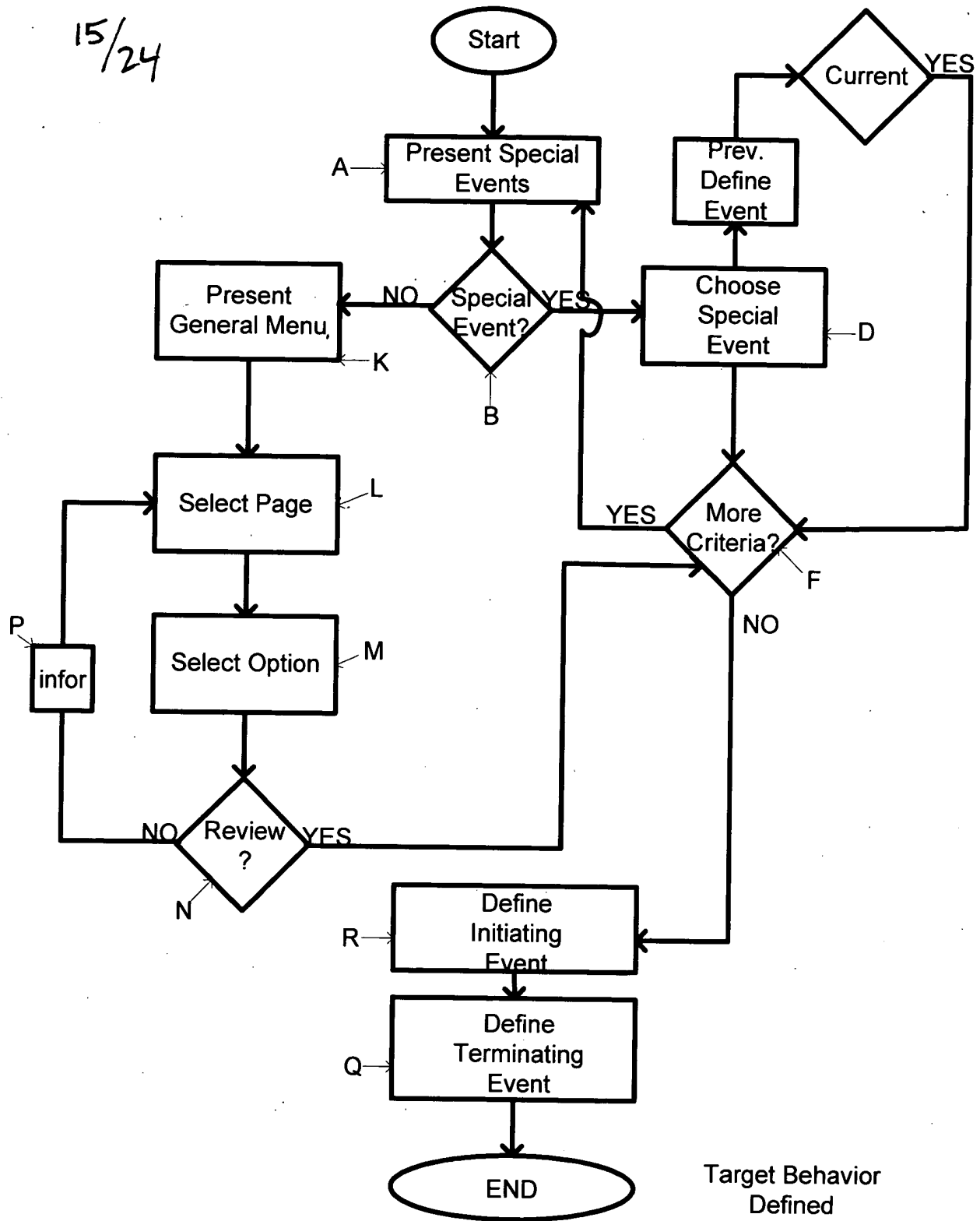


FIG. 11C

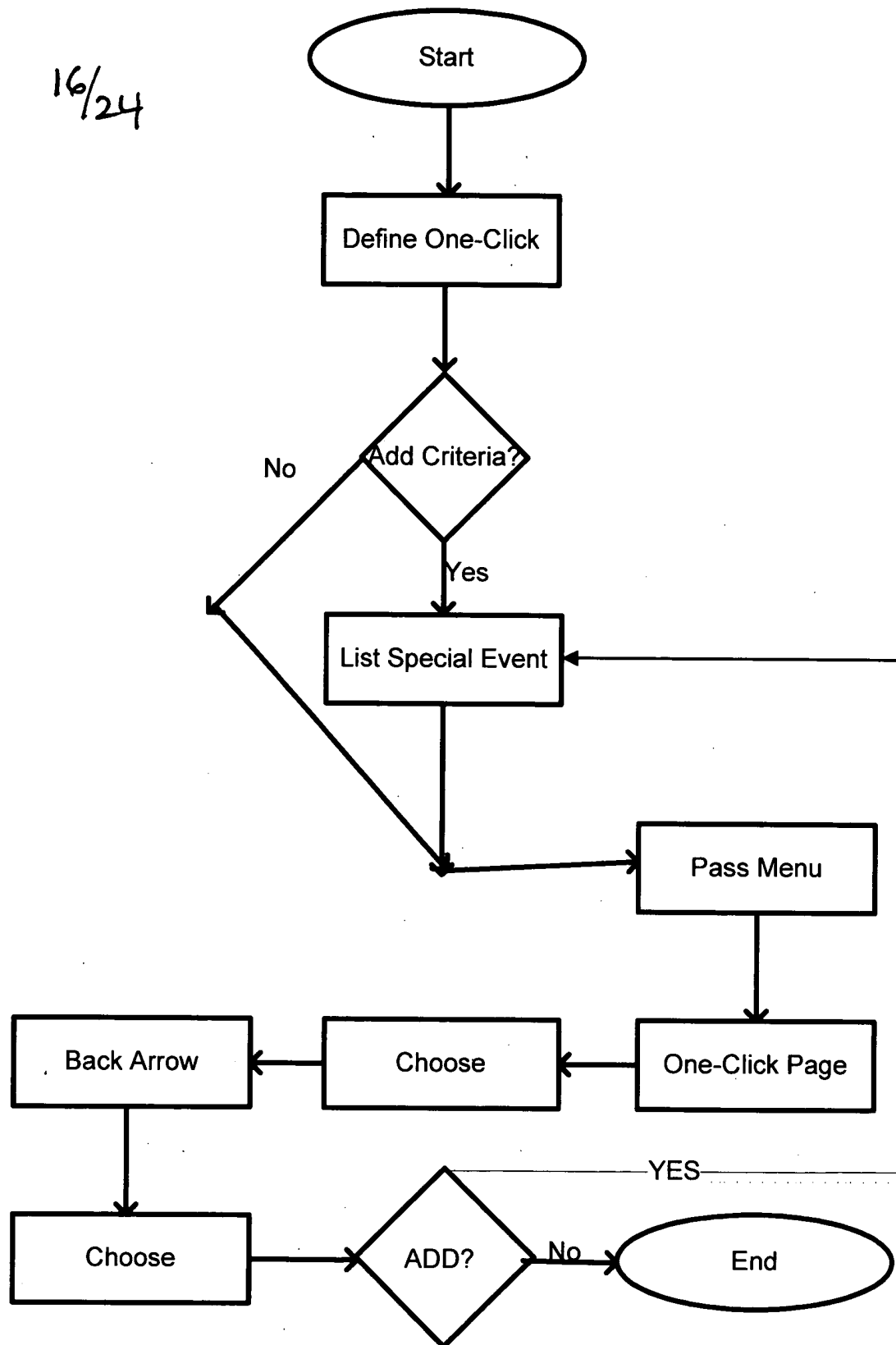
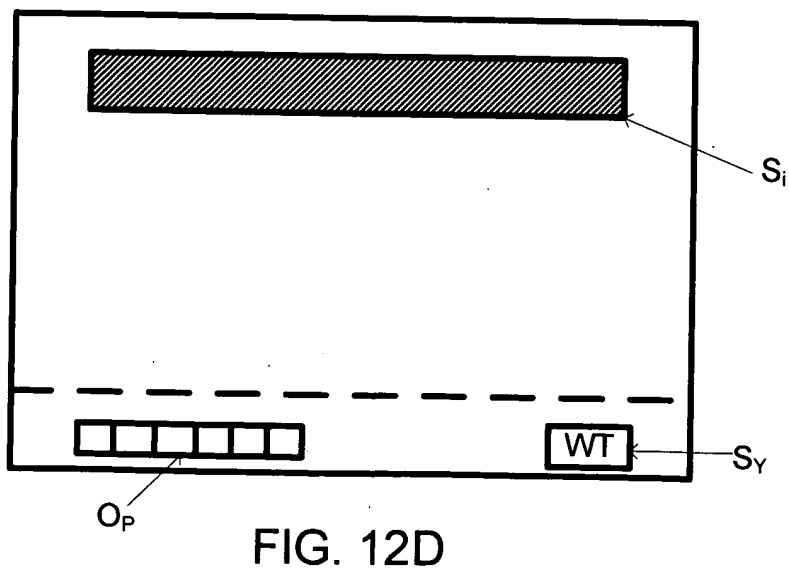
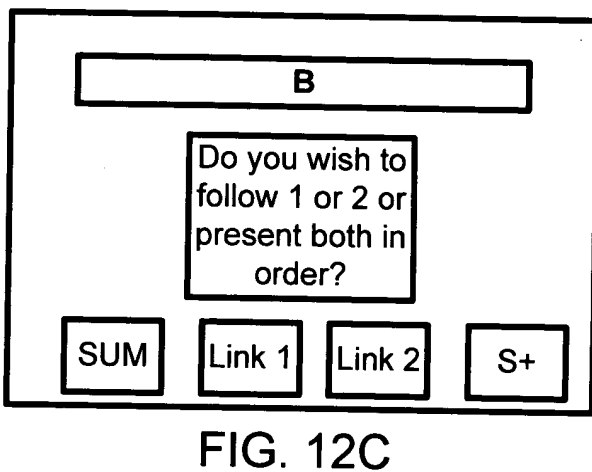
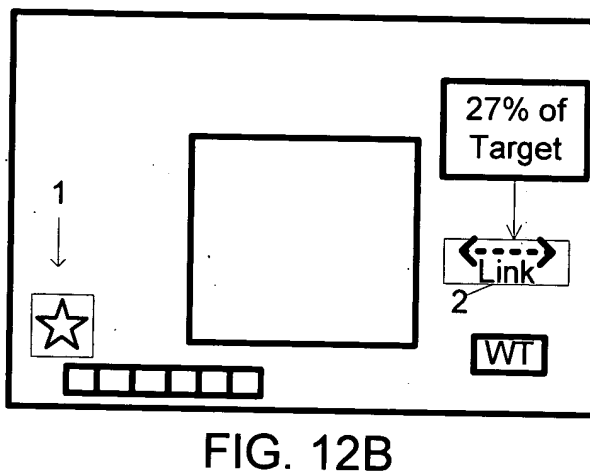
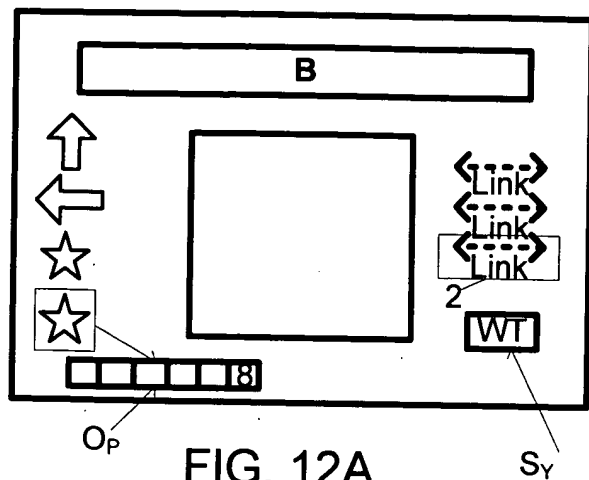


FIG. 11D



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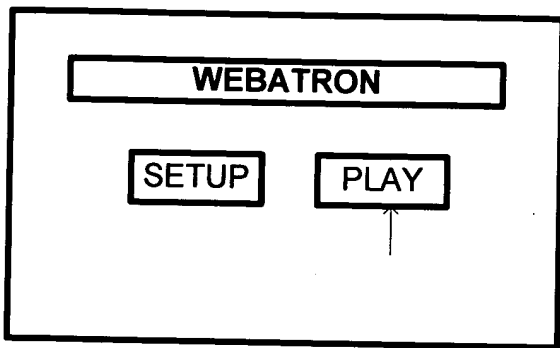


FIG. 13A

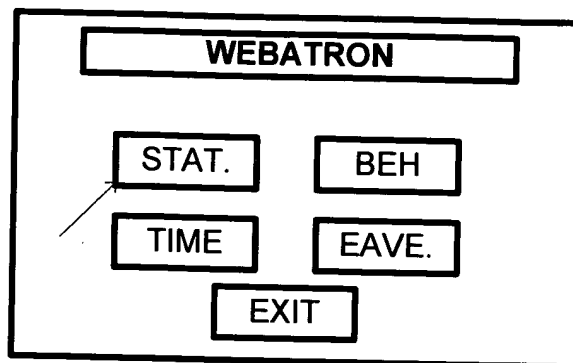


FIG. 13B

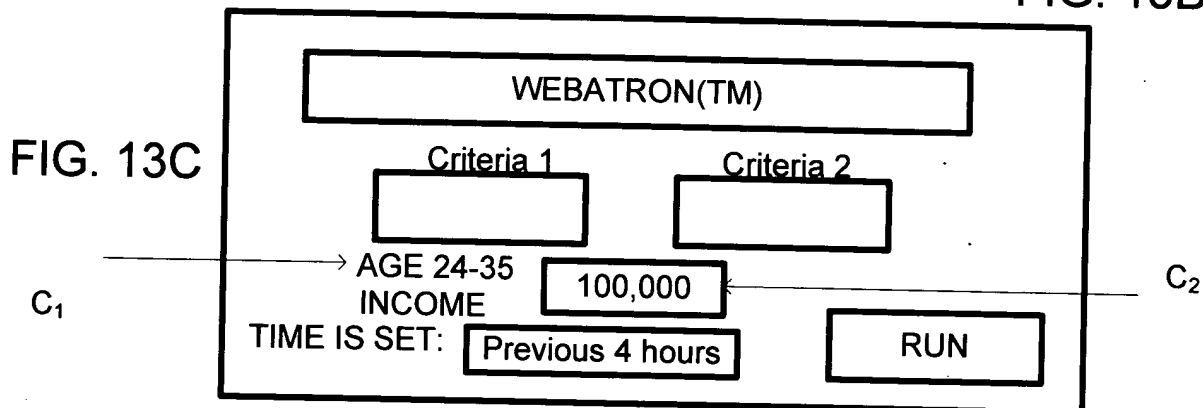


FIG. 13C

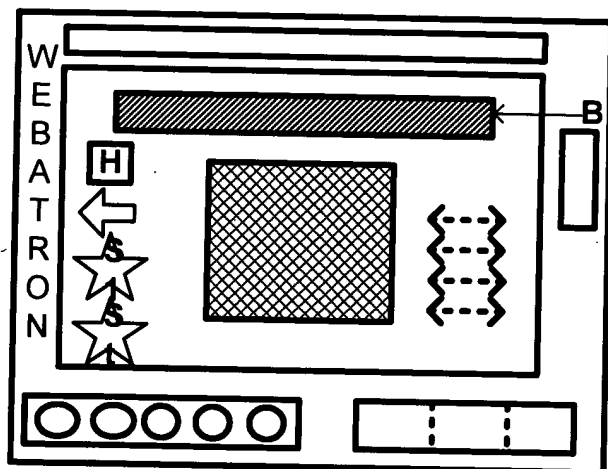
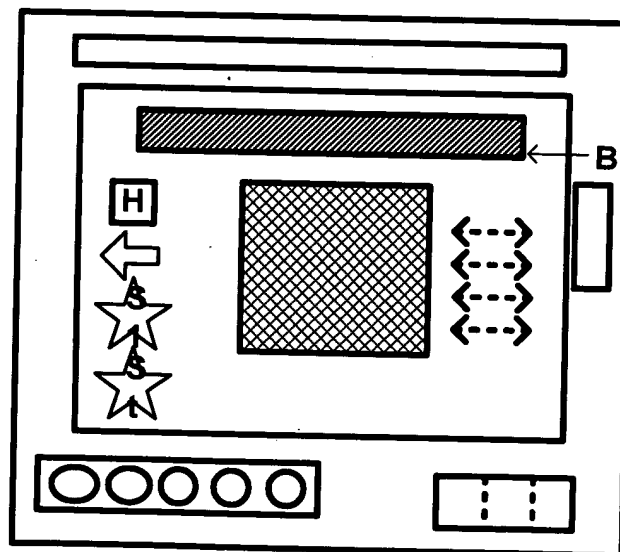


FIG. 14A
(time = t_a)

FIG. 14B



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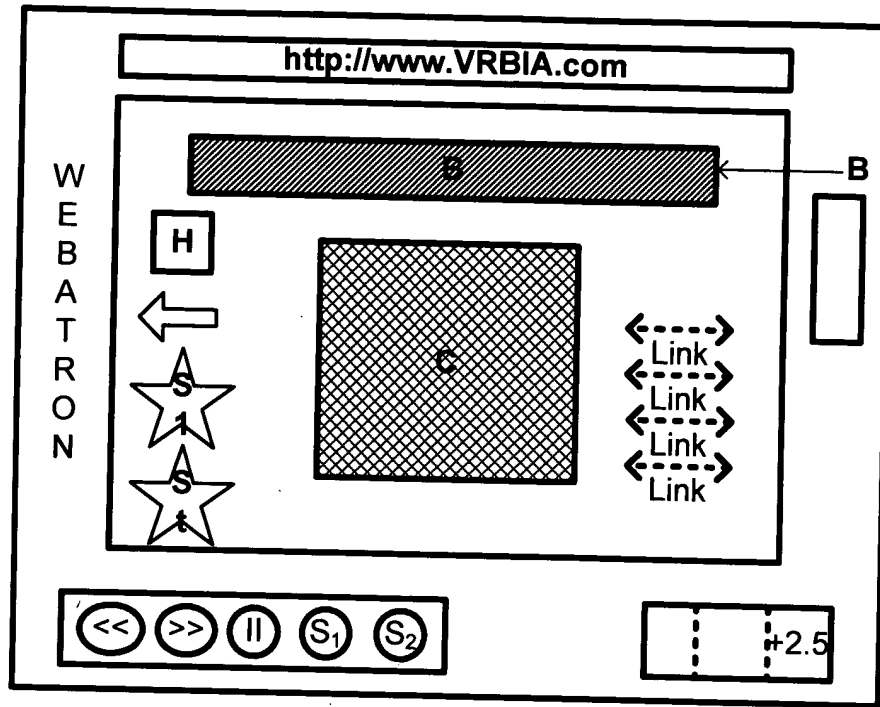


FIG. 14C

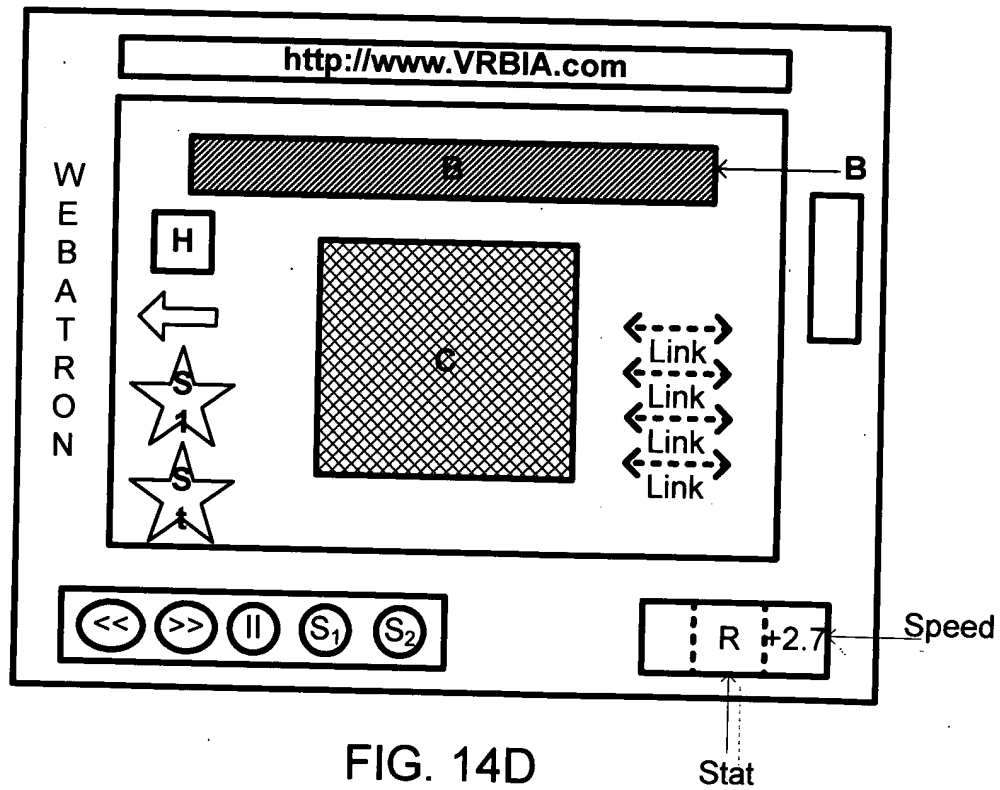


FIG. 14D

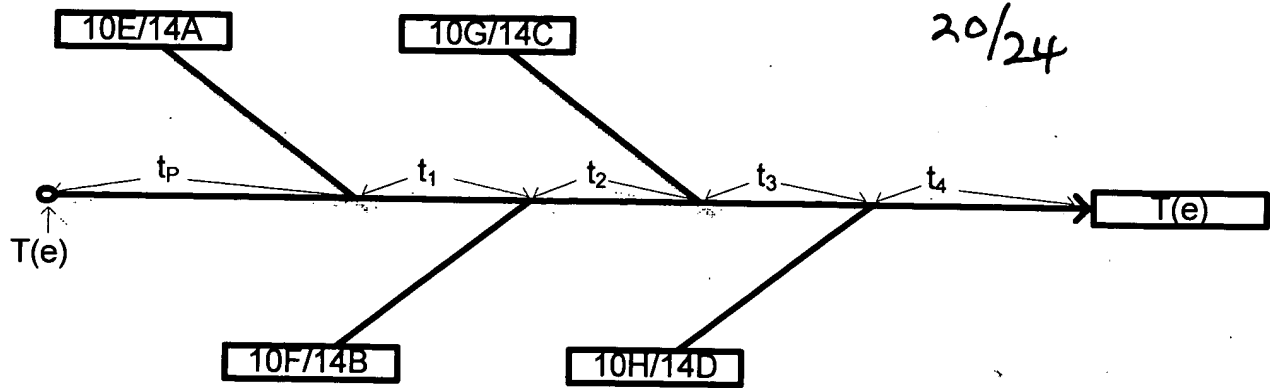


FIG. 15

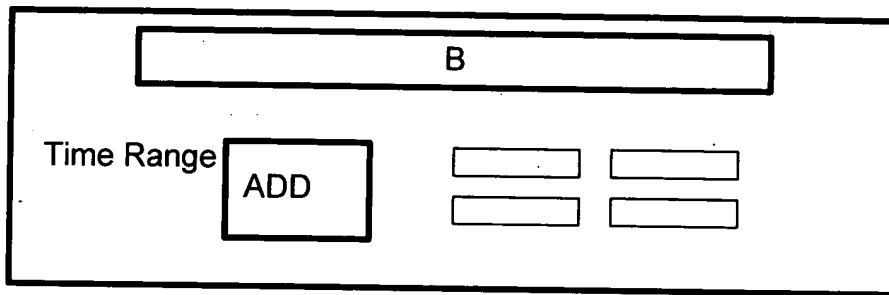


FIG. 16

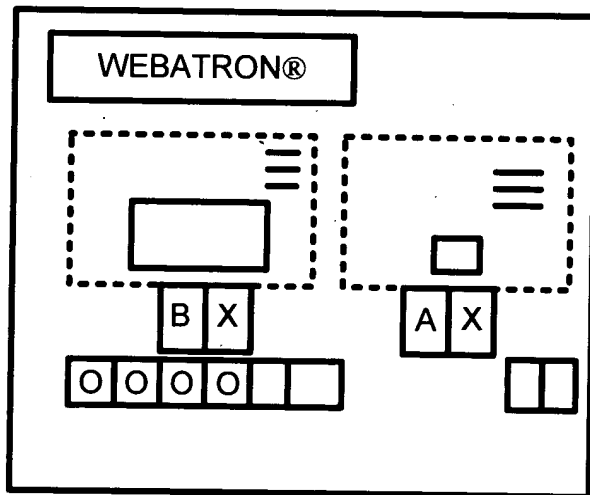


FIG. 17A

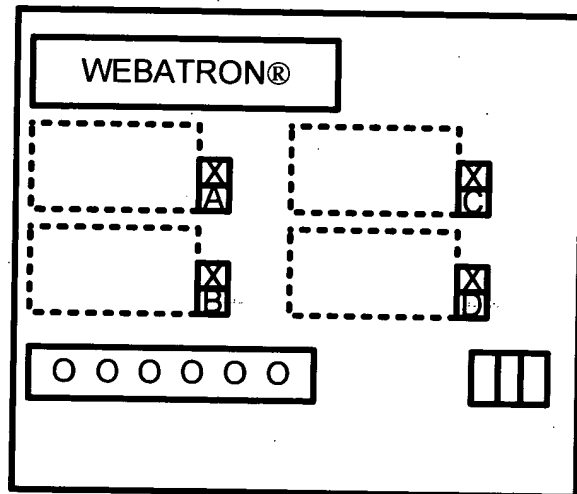


FIG. 17B

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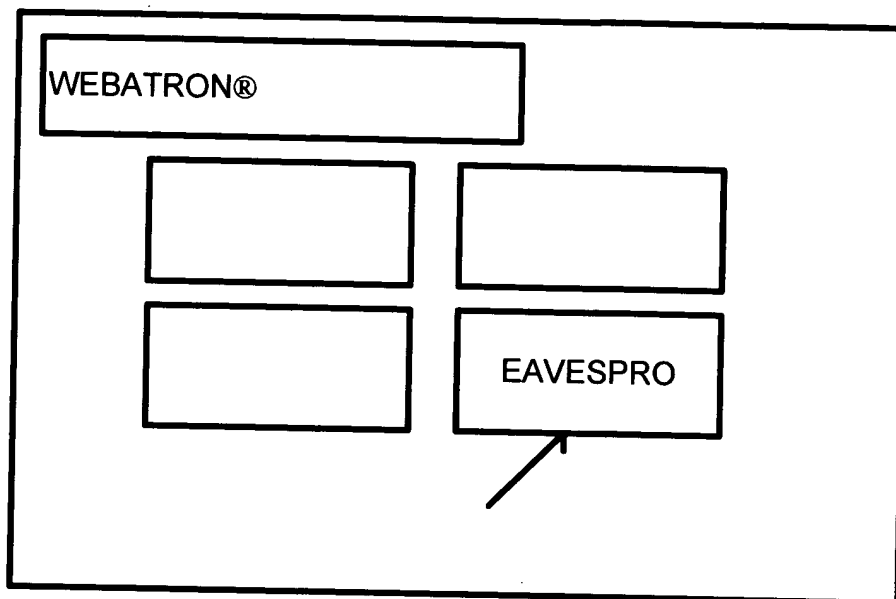


FIG. 18A

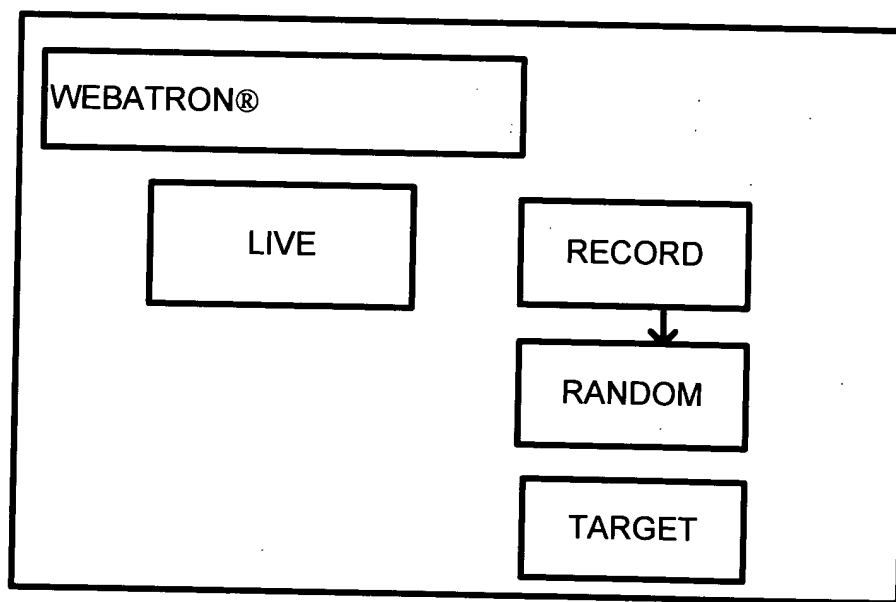


FIG. 18B

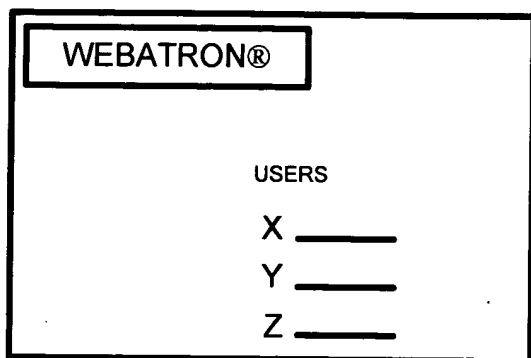


FIG. 20A

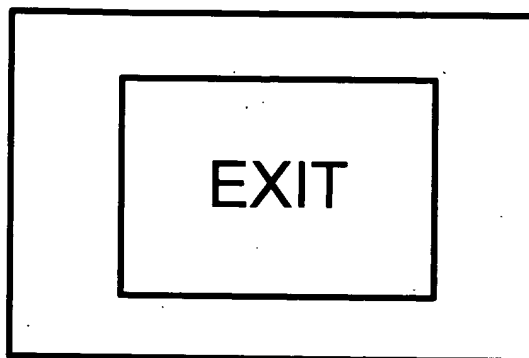


FIG. 20C

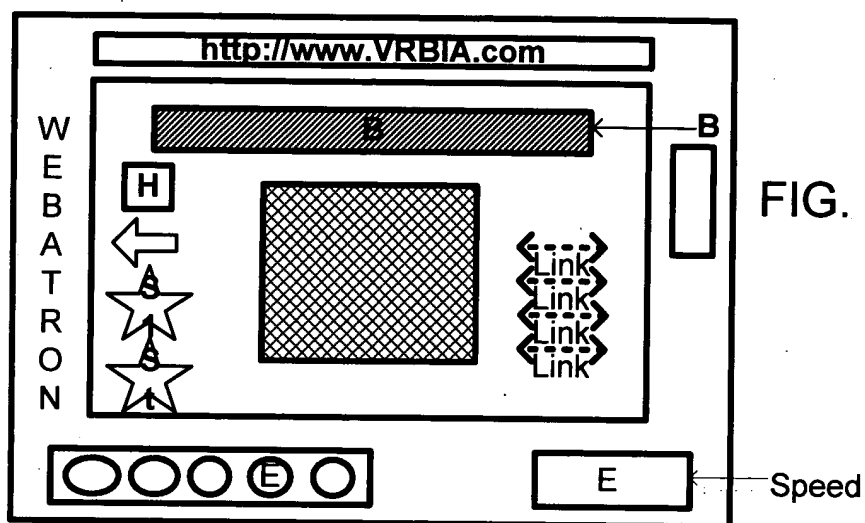


FIG. 20B

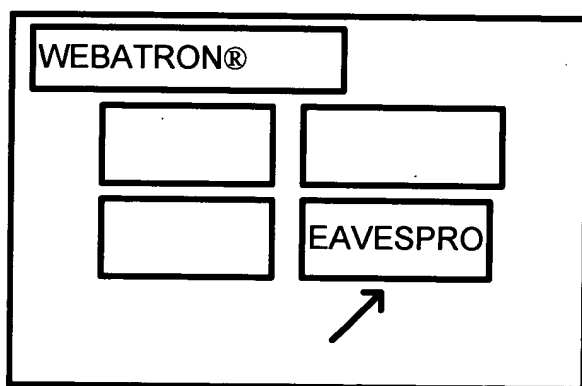


FIG. 18A

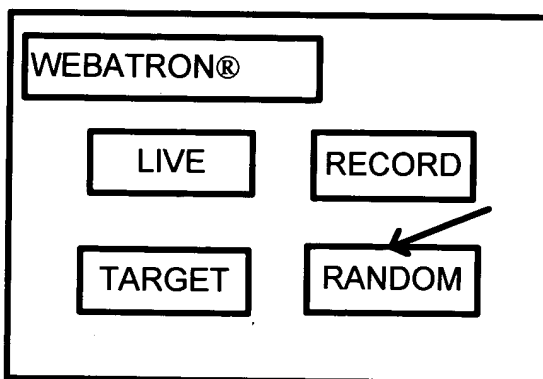


FIG. 18B

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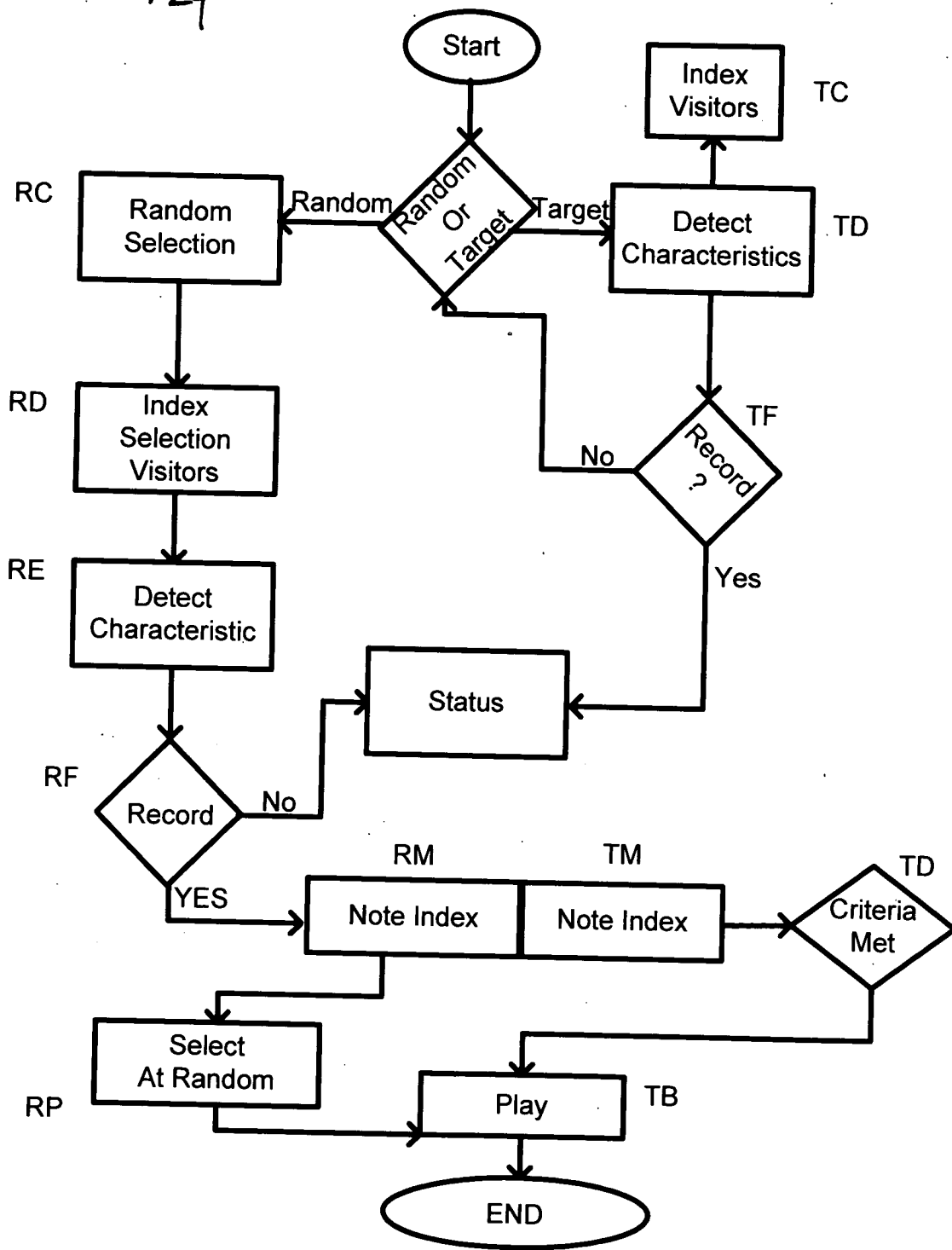


FIG. 19

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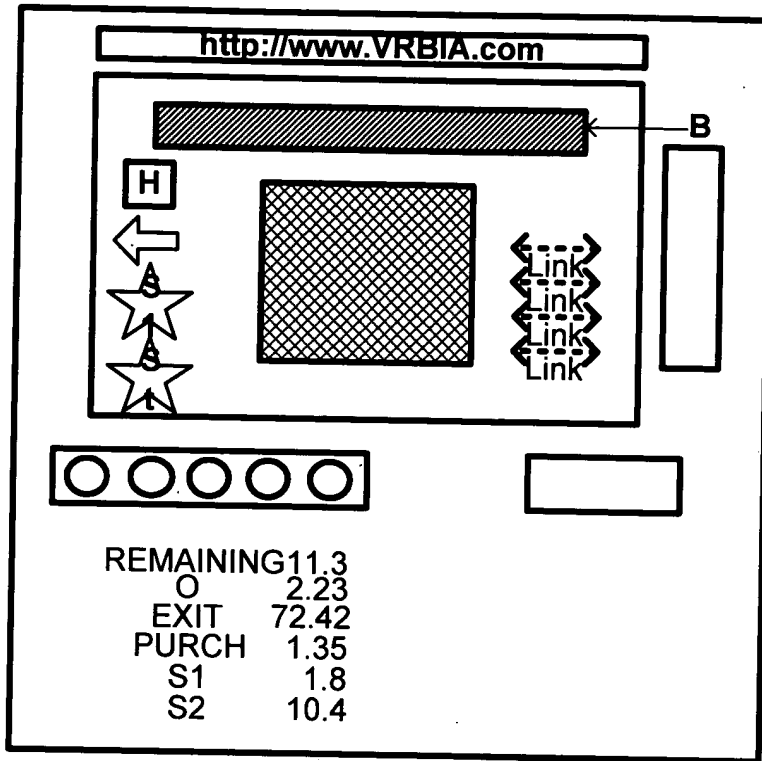


FIG. 21A

FIG. 21B

